

Education, Outreach, and Communication GreenCOM II IQC

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Abbreviations and Acronyms

AED	Academy for Educational Development
AEE	American Energy Engineers
BCWUA	Branch Canal Water Users Association
CAIP	Cairo Air Improvement Project
CEM	Certified Energy Manager
CID	Community and Institutional Development
EAP	Environmental Awards Program
EEAA	Egyptian Environmental Affairs Agency
EEPP	Egyptian Environmental Policy Program
EESBA	Egyptian Energy Service Business Association
EGAS	Egyptian Natural Gas Holding Company
EgSAE	Egyptian Society of Association Executives
EPF	Environmental Protection Fund
ISO	International Organization for Standardization
IWM	Integrated Water Management
GOE	Government of Egypt
GreenCOM	USAID Global Environmental Education & Communication Program
MOE	Ministry of Education
MSEA	Ministry of State for Environmental Affairs
MVE	(EEPP) Monitoring, Verification and Evaluation unit
MWRI	Ministry of Water Resources and Irrigation
NCS	Nature Conservation Sector (of EEAA)
NGO	Non-governmental Organization
NGOSC	NGO Service Center
NEDCP	National Environmental Disaster Contingency Plan
PARC	Pan Arab Research Center
PSU	Program Support Unit
RBO	Regional Branch Office (of EEAA)
RSSD	Red Sea Sustainable Development
RSSTI	Red Sea Sustainable Tourism Initiative
TA	Technical assistance
TDA	Tourism Development Authority
USAID	U.S. Agency for International Development
WUA	Water Users Association

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Executive Summary

The United States Agency for International Development (USAID) and the Government of Egypt (GOE) launched the Egyptian Environmental Policy Program (EEPP) in 1999. EEPP was a comprehensive program to address Egypt's most pressing environmental needs through enhanced protection of valuable but fragile ecosystems in the Red Sea, increased energy efficiency, greater community involvement in environmental issues, and a range of other objectives. From the outset, USAID and the GOE agreed that a successful environmental strategy would have to include strategic public awareness efforts that would effectively educate and involve communities, decision-makers, the general public and other key stakeholders.

Under EEPP, the Academy for Educational Development (AED) was tasked with providing crosscutting strategic technical assistance for communication, education, and outreach efforts. AED/GreenCOM was contracted to provide the GOE partners in the program – the Egyptian Environmental Affairs Agency (EEAA), the Egyptian Natural Gas Holding Company (EGAS), the Tourism Development Authority (TDA), and the Governorates of Alexandria, Cairo, Qalyoubia, and the Red Sea – with expertise, consultation, and service in the development of integrated communications activities. Under the contract, AED/GreenCOM provided technical assistance in the development of strategic communications and education campaigns that supported the accomplishment of EEPP policy measures. AED/GreenCOM activities were designed to support the achievement of EEPP anticipated results, as gauged by the EEPP Monitoring, Verification and Evaluation unit's policy measures. In addition, AED/GreenCOM's communication, outreach, and education work plan included capacity building activities with various government entities and stakeholders, as well as overall program support for EEPP. AED/GreenCOM also worked closely with the Ministry of Education to promote environmental education in communities and schools in eight governorates through workshops for NGOs and teachers. At the broadest level, this assistance was designed to contribute to USAID/Egypt's Strategic Objective 19, "Management of the Environment and Natural Resources."

Over the course of the project, AED/GreenCOM engaged in extensive cooperation with the Ministry of Education. This cooperation began with the creation of a solid waste management learning supplement for secondary technical schools, designed to provide environmental teaching tools for educators. The success of this activity led the Ministry to request AED/GreenCOM involvement in the creation of a series of additional learning supplements. The result was that AED/GreenCOM in cooperation with the MOE and the EEAA produced four learning supplements and implemented a series of workshops to help educators and NGOs to effectively use the supplements in classrooms and informal community settings.

Contracts for EEPP were awarded in two Tranches and one extension period. Although the majority of the policy objectives had been completed by the end of

Tranche II, AED/GreenCOM continued to provide technical assistance in support of the EEPP policy objectives to ensure sustainability of program goals and a smooth transition to the new LIFE project – the USAID and GOE follow-on environmental program to EEPP. AED/GreenCOM was contracted to provide the GOE partners in the program with expertise, consultation, and service in the development of integrated communications activities. During the period covered by this report, January 2002 through September 2004, focus areas of activity included:

- Building public awareness and environmental education capacity of the Red Sea Rangers
- Developing and supporting implementation of a Red Sea Communication Strategy
- Supporting implementation of Environmental Awards Programs
- Advancing environmental education, by developing Supplemental Learning Packages and conducting workshops for teachers, NGOs and librarians
- Cooperating with relevant partners to establish and promote Wadi El Gemal National Park and Eco-tourism
- Building capacity of environmental NGOs
- Promoting environmental best practices among various stakeholders
- Special communications support for EEPP partners and the EEAA

AED/GreenCOM designed many of these activities to support several policy objectives at once, thereby reinforcing and strengthening the overall communication and outreach efforts. The interdependent nature of these activities will be evident to the reader of this report. As an example, while AED/GreenCOM cooperated with the Rangers in developing their abilities in communication and public outreach, the Rangers were asked to participate in NGO training workshops, learning supplement launch activities, and to speak at events sponsored by AED/GreenCOM's EEPP partners. This "multi-tasking" not only enhanced the activity in which the Rangers participated, but also simultaneously strengthened the Rangers' understanding and acceptance of their role as communicators and environmental educators and raised their public profile. Similarly, NGOs that had received AED/GreenCOM capacity building support helped spread the word in their communities about the Environmental Awards Programs; EEAA officials developed closer links with Ministry of Education officials; and Environmental Awards Programs benefited from the support of Rangers, officials, NGOs, and other partners.

Perhaps the most important, underlying benefit of AED/GreenCOM's strategy of designing such interdependent program activities was sustainability. Over the life of the project, the AED/GreenCOM team consistently worked to build linkages between agencies, organizations and individuals. Already it is apparent that these networks of environmental stakeholders are becoming self-supporting and the partnerships developed will last long after direct funding comes to an end. It is anticipated that these networks and partnerships will continue to generate opportunities for increased public involvement in environmental issues and improved environmental policies.

Report Overview

The 10 EEPP program objectives provided the structural framework in which AED/GreenCOM developed its initial work plan. All AED/GreenCOM activities throughout the life of the project were designed to support one or more of these underlying objectives. The 10 objectives also provide the structural framework for this report, which is organized to show how specific activities fit into overarching EEPP goals.

This report covers AED/GreenCOM activities during EEPP Tranche II, from January, 2002 to December, 2003, as well as during the extension period from January, 2004 to September, 2004. The task areas in the extension period were designed to consolidate progress achieved under the 10 core program objectives. Activities conducted under the extension are therefore included in this report in the sections devoted to the relevant EEPP program objectives.

EEPP Program Objectives

Objective #2: Enhanced management and conservation of Red Sea coral reefs, islands, and linked ecosystems of importance

Policy Measure 2.1: EEAA further develops its institutional and technical capacity to manage and protect the Red Sea.

Red Sea Rangers Capacity Building and Communications Support

As part of its efforts to support the Egyptian Environmental Affairs Agency (EEAA) in improving management and conservation of Red Sea ecosystems, AED/GreenCOM provided substantial capacity building support to the EEAA Nature Conservation Sector Red Sea Rangers throughout the life of the project. Activities included a practicum workshop in which the Rangers learned strategic communication principles and their application, the design of a comprehensive public awareness strategy for the Rangers, the production of printed and multimedia materials, press support, and a range of other activities in support of the Rangers' objectives. In concert, these activities represented a comprehensive capacity building effort that enhanced the Rangers' communications capabilities, built awareness of the Rangers among the general public, and dovetailed with other EEPP partners' efforts in the Red Sea Region.

Many of the Rangers had originally been hired by the EEAA/NCS because of their technical skills and scientific expertise in biology, marine ecology and other fields. Prior to the EEPP communications campaign, these Rangers often did not see themselves as communicators. One of the most important objectives of the campaign was to broaden the Rangers' own understanding of their roles and of the ways improved communication could support their ecosystem management efforts. As with many AED/GreenCOM activities in this project, consistent efforts were made to ensure that work with the Rangers also supported other EEPP program objectives. To that end, Rangers were often invited to participate in workshops, seminars and other events under other program objectives. This helped to make each of these activities more effective, while at the same time raising awareness and understanding of the Rangers' role in conservation and education.

Red Sea Rangers Public Awareness Strategy

AED/GreenCOM's then-Deputy Chief of Party Patrick Papania, working in cooperation with AED/GREENCOM consultant Dr. Sam Ham and the Rangers themselves, took the lead role in drafting a public awareness strategy campaign document. Once this document was approved by the Rangers and the EEAA, it provided a roadmap to future cooperation between AED/GreenCOM and the Rangers.

The strategic communications campaign for the Red Sea Rangers was organized according to two main objectives.

The first objective was the prevention of further damage to the ecosystem along the Red Sea, especially in regards to the coral reefs and endangered species. The second objective of the campaign was to increase institutional awareness about the work of the Rangers in order to increase cooperation and protect the environment of the region for years to come.

Rangers Practicum Workshop – June\2002

In support of the Rangers campaign, AED/GreenCOM consultants Dr. Sam Ham, a recognized leader in interpretation theory at the University of Idaho, and Dr. Betty Whyler of the University of Melbourne, held an AED-sponsored workshop in Sharm El Sheikh for 19 Red Sea Rangers in June, 2002. In the nine-day practicum workshop, the Rangers learned communication and customer service principles to help them manage Egypt's natural protectorates on the Red Sea. This practicum activity helped lay the foundation for future cooperation between AED/GreenCOM and the Red Sea Rangers, and those Rangers who participated played key roles in such activities throughout the life of the project.

One month after the practicum workshop, AED/GreenCOM's then-Deputy Chief of Party Patrick Papania delivered a follow-up presentation at a July 28, 2002 EEAA training session in Sharm El Sheikh for the Rangers. The presentation dealt with recognizing the key target groups on the Red Sea in need of public awareness materials and activities and how to best reach them.

Ranger Campaign Materials and Reprintings

AED/GreenCOM produced a range of materials for the Ranger campaign. The materials included boat operator multi-language flip charts, ranger multi-language flip charts, trash bins with ranger stickers, posters, 16 fact sheets and folders, regulations charts, boat stickers and flags, and a language training CD in five languages. These materials were distributed to Ranger offices in Hurghada, Quseir, and Marsa Alam. When these and other materials were first delivered to the various stations, Rangers expressed concern regarding the quantities of materials available. To address this concern, HEPCA and each Ranger office was provided with a set of CDs containing print-ready copies of each material with a companion "Look Book" that provided specifications for printing.

Ranger Newsletter and Web Site

AED/GreenCOM consultant Tareq Abdullah worked collaboratively with the Red Sea Rangers to develop a bi-weekly Ranger newsletter. The newsletter was designed to foster a sense of professional cooperation and unity, including information about professional and personal events, such as births, weddings and graduations among the Rangers and their families. Mr. Abdullah acted as editor in creating the first 10 editions of the newsletter, after which he trained Ranger Ms. Abeer Ghanem to take over editorial direction, ensuring sustainability of the activity. Mr. Abdullah also worked with the Rangers to develop a Web site. The Ranger Web site was designed under an

AED/GREENCOM contract with an Egyptian production firm. Upon completion of the Web site design, four Rangers were trained in its maintenance.

Rangers Video – Protecting Egypt's Natural Treasures

AED/GreenCOM worked in coordination with the EEAA to create a video for the Red Sea Rangers. The video was designed to build awareness of the Rangers and their role in protecting the Red Sea ecosystem. Through interviews with individual Rangers and a narrative that described the ways Rangers contribute to environmental protection, the video increased viewers' awareness. GreenCOM produced both Arabic and English versions of the fifteen-minute video. Copies were distributed to the Ranger stations, the NCS and USAID. GreenCOM also produced a CD version of the video and included duplicate CDs for inclusion in the 1,200 Red Sea Learning Supplements reproduced and distributed in 2004. Egypt's national airline EgyptAir also agreed to show the video on its flights to the Red Sea region.

Red Sea Bulletin

AED/GreenCOM provided further support to the Ranger campaign through publication of fact sheets and articles in the *Red Sea Bulletin*. The *Red Sea Bulletin*, with a circulation of 10,000, is bi-monthly and has a circulation of 60,000 subscribers. Articles featured primarily hotel best practices, turtle nesting sites, and the Rangers' efforts to protect the spinner dolphins of Samadai reef. AED/GreenCOM also purchased the back cover of 20,000 Hurghada tourist maps from the *Red Sea Bulletin* to display best practices for tourists regarding protection of the Red Sea environment. These were distributed at the airport and through hotels.

Ranger Campaign Strategy Translation and Workshop – February 2004

As many new Rangers joined the EEAA/NCS staff, including four Rangers who together composed the Public Awareness Unit, the need arose for an Arabic translation of the Rangers public awareness campaign strategy, as well as an environmental education and communication workshop focusing on the practical application of the strategy. In response, Dr. Hassan Abou Bakr led a four-day workshop in Hurghada for the Red Sea Rangers focusing on their role as environmental educators and communicators charged with encouraging Red Sea conservation and "best practices" within their greater communities. Eighteen Rangers from each of the offices along the coast attended the workshop. Activities were designed to engage rangers in implementing the campaign strategy through presentations, discussions, and materials distribution targeting the various audiences: tourists, boat operators, hotel operators and the local community.

Red Sea Rangers Media Seminar – March 2004

AED/GreenCOM, in cooperation with the EEAA/NCS, held a media seminar on March 9, 2004 at the Grand Hyatt hotel in Cairo. The event was designed to increase journalists' knowledge and interest in the Red Sea Rangers, thereby increasing national coverage of Red Sea conservation efforts. Dr. Mostafa Fouda, Director of the NCS, presented an overview of Egypt's Protectorates and

their significance to the country. A video produced by AED/GREENCOM focusing on the skills, training, roles and responsibilities of the Red Sea Rangers was screened for the group. Then four Rangers made individual presentations and answered questions from the media representatives. Articles about the seminar appeared in 11 print outlets and interviews with EEAA officials about the event were shown on several broadcast outlets.

Red Sea World Environment Day Celebrations – June 2004

Based on a request from Dr. Mustafa Fouda, Director of the EEAA/NCS, World Environment Day on June 5, 2004, was an opportunity for AED/GreenCOM to work with the Red Sea Sustainable Development Project to support the Rangers with events from Hurghada to Wadi Gemal. AED/GreenCOM staff designed and produced banners, posters, certificates and t-shirts for the events.

The World Environment Day included festivities in Hurghada with an underwater clean-up of a snorkeling reef at Small Magawish island, and the vicinity of a shipwreck on Sheraton Reef. Similar clean-ups headed by the Rangers and involving local people and tourists were held in three coastal mangrove areas, Wadi Abu Hamara, Sharm el Bahari and Sharm el Qibli near the town of Quseir, as well as on on Wadi El Gemal Island. The evening highlight of World Environment Day in Hurghada was a celebration attended by around 200 people. Guests were greeted by Rangers in a car decorated to resemble the underwater world and clowns giving out candy. Children from the El Mina preparatory school performed a play on the Red Sea, which was part of their effort for the AED/GreenCOM-supported Environmental Award Program. The Rangers' booth featured *Bakkar*, a local boy dressed as the well-loved Egypt cartoon character, and Junior Rangers, 2-year old triplets in Ranger uniforms.

Red Sea Learning Supplement

The Red Sea Learning Supplement was designed to help build the capacity of schools in the Red Sea governorate to teach about coral reefs, desert landscapes and other ecosystems of importance.

The completed learning supplement included an educators' guidebook entitled "Red Sea – Environmental Educational Activities," authored by AED/GreenCOM consultant Dr. Hassan Abou Bakr, a video program entitled "Tale from the Desert Sea," an interactive CD-ROM entitled "The Natural Wonders of the Eastern Desert and the Red Sea," two posters depicting the inhabitants of the Red Sea region, and a Red Sea Protectorates brochure.

Learning Supplement Release Event – August 2003

After months of preparation and following production of the supplement, several members of the AED/GreenCOM team traveled to Hurghada for the Red Sea Learning Supplement release event on August 2-3, 2003. The event was an important opportunity for key stakeholders and EEPP partners, notably officials from the various interested ministries and the Red Sea governorate, to discuss environmental awareness issues, and to celebrate the release of the learning supplement, which was then used to enhance environmental education in the

Red Sea region. Participants expressed enthusiasm for the learning supplement and several officials have subsequently expressed an interest in the development of similar regional learning supplements to enhance environmental awareness of other areas of the country. This event and the subsequent trainings were influential in the Red Sea governor's decision to mandate 2 hours of environmental education per week in all Red Sea public schools.

Workshops for Rangers and Educators – September 2002

The core objective of the Red Sea Learning Supplement was to strengthen environmental education in Egypt's Red Sea coastal region. In order to ensure that the materials were put to use in a sustainable manner in Red Sea schools, AED/GreenCOM considered it essential to train educators in the appropriate use of the supplement. To that end, AED/GreenCOM led a series of workshops on the Red Sea coast in September, 2002, to familiarize educators, Rangers and other opinion leaders in the region with the Red Sea Learning Supplement and to help them to use the supplement as an effective teaching tool.

Workshops were held in Hurghada, Quseir, and Marsa Allam. Along with hands-on activities in using the supplement's various tools, including the manual, video and CD-ROM, the workshops gave the educators a chance to brainstorm together and discuss strategies to incorporate the supplement into existing curricula. Red Sea Rangers were part of the conference, and AED/GreenCOM education consultant, Neveen Abushadi led an open discussion with the Rangers on their important role in environmental education and the possibility of helping teachers to initiate environmental clubs in their schools.

Red Sea Educators and NGOs Workshop – September 2004

To expand the distribution and reach more teachers, NGO representatives, and librarians AED/GreenCOM organized another workshop in Hurghada for participants from all over the Red Sea governorate. This workshop for 120 participants was held in September 2004, to introduce and train a new group of teachers and NGOs to use the learning supplements and teaching methodologies. This event provided another opportunity to encourage strong linkages between teachers and environmental NGOs with roots in the communities. Ahead of this workshop, a video containing four environment-themed episodes of *Bakkar*, four *Bakkar* posters dealing with Red Sea protection, and a satellite map of the Red Sea for classrooms were added to the Red Sea Learning Supplement. A more detailed account of this workshop is included in the Capacity Building section of this report.

Bakkar Environment-Themed Episodes and Follow-on Activities

Egyptian children's favorite cartoon character, *Bakkar*, was enlisted by AED/GreenCOM in the effort to increase environmental awareness in 2002. *Bakkar* is an established star of the Ramadan television season, when 40 million Egyptian viewers spend the hours after their evening meal watching television. Through collaboration with the television show's producers and scriptwriters, AED/GreenCOM negotiated "visits to the Red Sea" for two of the 30 episodes that aired in November, 2002. The episodes introduced viewers to a range of

sea creatures and terrestrial wildlife native to the Red Sea region, and included a new character, Salma, a 10-year-old girl who is passionate about nature conservation.

AED/GreenCOM continued working with the *Bakkar* creators in subsequent years. In cooperation with Cairo Cartoon, Egypt Television and the EEAA, two more episodes were produced in 2003 and *Bakkar* and the other characters were used in AED/GreenCOM printed materials promoting environmental awareness. In the 2003 episodes, heroes Bakkar and Salma traveled to the newly announced protectorate at Wadi El Gemal. AED/GreenCOM and the EEAA consulted with Cairo Cartoon throughout the production process to ensure scientific accuracy in the presentation.

In 2004 three members of the Cairo Cartoon production staff accompanied AED/GreenCOM on a visit to the Red Sea to observe Rangers in action, participate in the Hurghada school-based environmental awards program (EAP) to the delight of children and teachers, and visit the Samadai Dolphin house. AED/GreenCOM worked with them in the preparation of two new episodes for the 2004 season. A key feature of these episodes is the introduction of a female Ranger with all the skills, knowledge, and abilities of her male counterparts. Also, EAP and the dolphins are featured in the episodes, which will air October 2004.

Bakkar Audience Research

Research conducted after the 2002 episodes were aired found that the special episodes had a marked impact on children. The research focused on children aged 7-12 who saw the program. Results showed that while none of the children were familiar with the Gebel Elba natural protectorate before the episode aired, and only 2% knew of the Red Sea Rangers, after watching the special *Bakkar* episodes 45% of the children were aware of the Gebel Elba natural protectorate and 42% understood the role of the Red Sea Rangers.

A second survey was conducted following the episodes aired in November, 2003. Results indicated a substantial positive effect on the levels of environmental awareness among those children exposed to the episodes. For example, among the children surveyed only 7% knew what a protectorate was before watching, while 73% were aware and could define a protectorate as a place where endangered animals and plants are protected after seeing the episodes.

Bakkar Children's Activity Booklet

Building on its relationship with Cairo Cartoon, AED/GreenCOM produced a children's activity booklet featuring *Bakkar* and Salma, the popular Egyptian cartoon characters. The booklet was designed to engage children ages 7-12 in a series of illustrated adventures about the environment of the Red Sea region. The booklet aimed at captivating the children's imagination through word games, mazes and various educational activities. AED/GreenCOM printed 10,000 copies for distribution at AED/GREENCOM-sponsored environmental awards

activities, as well as to children in the Red Sea governorate as rewards for participation in environmental activities implemented by the Rangers. Cairo Cartoon is interested in printing an initial run of 50,000 copies for commercial distribution if a MOU with USAID and GOE partners can be negotiated.

Corals of Egypt

AED/GreenCOM designed and published the photographically rich book entitled, *Corals of Egypt* by Mr. Mohammed Habib. 500 copies of this 110 page book were given to the NCS and the Red Sea Rangers for distribution as part of their environmental education initiatives.

Boat Operators Workshops

Beginning in August, 2002, AED/GreenCOM organized a series of three-day conferences for Red Sea boat operators. The initial conference was attended by 33 boat operators and included the following areas of instructional focus: environment, seamanship, and rescue & first aid. Boat operators who attended the conference received a special certification. The event provided an opportunity for the boat operators to discuss environmental issues of importance to them. The boat operators voluntarily stayed for a fourth day following the conference to discuss the formation of a professional association to promote professional standards and safeguard the environment.

The boat operators who attended the initial workshop quickly spread the word among other boat operators about how helpful and informative the activity had been, and Eng. Farid, AED/GreenCOM's representative in Hurghada, was soon inundated with requests for additional workshops. In cooperation with the EEPP Program Support Unit (PSU), AED/GreenCOM determined to meet these requests. Over the course of the following several months, a total of seven three-day boat operators workshops were held. The Red Sea Rangers opened the events with presentations on environmental best practices. The workshops, along with raising skill levels, helped boat operators to develop a new sense of professional identity. At the end of the seventh workshop, a total of 350 boat operators were certified.

Environmental Awards Program for the Red Sea Governorate

Over the course of the project, AED/GreenCOM instituted several Environmental Awards Programs (EAPs). Following AED/GreenCOM's strategic guidelines an EAP is designed as a multi-stakeholder program aimed at raising public awareness about local environmental issues. It promotes community participation in resolving existing environmental problems and preventing the occurrence of new ones. EAP encourages community identification of environmental priorities and cooperative implementation of solutions.

In the Red Sea Governorate, the program was officially launched in July 2001, during a clean-up campaign in Hurghada. The Red Sea EAPs have benefited from the enthusiastic support of the Red Sea Governorate, the Ministry of Education and the Ministry of State for Environmental Affairs in collaboration with local authorities and conservation associations. In August 2002, General Saad

Abou Reda, Red Sea Governor, inaugurated the program during a meeting of the National Democratic Party and invited city mayors to participate.

Hurghada, Safaga, Quseir and Marsa Allam held EAPs during the duration of the project. In each city, a committee comprised of local civil authorities, educators, environmental experts, business leaders and Red Sea Rangers facilitated the program. The EAPs in Hurghada and Marsa Alam were implemented in 43 schools. In Safaga and Quseir, three neighborhoods in each town initiated projects to address environmental problems in their communities. Projects focused mainly on clean-up and greening efforts.

Outdoor Signage

Over the course of the project, AED/GreenCOM designed and produced outdoor signage for a range of activities in the Red Sea region, including environmental “*best practices*” on the Red Sea coast, outdoor regulations signs, and interpretive signage for Wadi El Gemal National Park.

Outdoor Regulations

Outdoor signage projecting regulations and “*best practices*” for protected mangrove areas were installed along the Red Sea coast in March, 2002. The forty signs underwent EEPP review and approval in addition to approval by the Red Sea Governor.

Best Practices

Following up on a request from the Tourism Development Authority, AED/GreenCOM, produced 67 outdoor signs for placement along roads, beaches, and hotel entrances on Tourism Development Authority (TDA) properties in the Red Sea governorate. The signs, which display Do's and Don'ts messages for visitors, were approved through the EEPP review process. Installation was completed in April 2002.

Wadi El Gemal National Park

AED/GreenCOM worked closely with the EEAA and other EEPP partners to create a series of interpretive signs for Quseir and Wadi El Gemal National Park. While the content was of the highest standards and received the approval of decision-makers, the designs were developed before the site management plans for specific areas of the park had been undertaken. As these site management plans developed it was apparent that the design of interpretive signage needed to be changed and developed in step with progress on park infrastructure to ensure 1) a unified design concept, 2) ideal interpretive and behavioral message content based upon location, and 3) appropriate, agreed-upon site placement that may also determine or guide size and orientation of signage.

Mr. Gabriel Mikhail, the architect and designer of the Wadi El Gemal National Park buildings was hired to design five panels for the Visitor Overlook which he designed at the entry to the park. Five panels of varied dimension and orientation were able to be accommodated in the Visitor Overlook. In

collaboration with the PSU/RSSD team the theme for each of the four panels was decided as follows: 1) Wildlife, 2) Antiquities, 3) the Ababda Bedouin, 4) a map of the park itself, stylistically consistent with Roman period maps, and a credit panel. Mr. Mikhail completed design work on these panels. Porcelain signage was the preferred material for full-color signage in this area, but delivery time was excessive given contract completion and AED/GreenCOM was urged by USAID to find an appropriate temporary solution to enable completion of the visitor Overlook. Based upon recommendations of the USAID ARCE project AED/GreenCOM ordered full-color 3mm aluminum signage from the same company that supplied gray scale aluminum signage for the Valley of the Kings and Quseir fort. Designs for a behavioral signage for each of the five WGNP site management plans in development have also been completed to the extent possible given status of the plans and available site maps. The photographs and content of the original signage developed by AED/GreenCOM was used in the creation of the Wadi El Gamel National Park map brochure for visitors to the park. In addition two companion booklets were written and designed, but due to time constraints could not be finalized and printed under this contract. The design CDs for the signage and booklets have been delivered to USAID for use in the follow-on project. The materials all have a unified color and design scheme in keeping with the entry signage and the map brochure.

World Parks Conference in South Africa – September 2003

AED/GreenCOM assisted Dr. Mostafa Fouda and the EEAA/NCS in sending Ranger representatives to the World Parks Congress in Durban, South Africa Sept. 7-20, 2003. This once-per-decade event was a good learning opportunity for the Rangers and a chance to showcase Egypt's program on Protected Areas and Red Sea Rangers. AED designed, formatted and printed the document submitted by NCS on the twenty-year perspective of national parks in Egypt. AED also purchased exhibit space and designed, produced and shipped materials for display and distribution at the exhibition.

NCS/PERSGA Samadai Dolphin House

AED/GreenCOM provided technical support for the Samadai Dolphin House Awareness Program, a NCS/PERSGA initiative. In January, 2004, AED/GREENCOM participated in the first NCS/PERSGA Stakeholders Workshops for Dive Boat Operators on Samadai Dolphin House. The purpose was to gather information from the training programs delivered by NCS and the Italian expert, Dr. Giuseppe di Sciarra, in preparation for the development of the Samadai print materials and subsequent training workshops.

AED/GreenCOM designed a flyer in English and Arabic on Samadai Dolphin House, as well as a miniature booklet for children. These materials were printed by EEAA/NCS with PERSGA funding, and relied on scientific input and cooperation from Dr. di Sciarra, PERSGA, NCS and AED/GreenCOM's other partners. AED/GreenCOM developed a story book on the dolphins in Arabic for children entitled Abu Salema. The book is beautifully illustrated by a local

Egyptian cartoonist. 5,000 copies were printed and delivered to the NCS for distribution through the Rangers.

In March 2004, at the request of the Nature Conservation Sector, AED provided technical assistance on four workshops in the Red Sea, two in Hurghada and two in Marsa Allam. These workshops were designed to increase knowledge of the dolphins, understanding of and compliance with the Samadai management plan, and the role of the Rangers among two key target groups, namely boat operators and teachers. In Hurghada, 25 boat operators attended and 15 attended in Marsa Allam. In Hurghada, 26 school teachers attended and 22 attended in Marsa Allam.

Objective #3: Financial and economic sustainability integrated into environmental policies

Policy Measure #3.TA: Technical assistance to Environmental Protection Fund to enhance transparency and accountability of operations.

Technical Assistance to Environmental Protection Fund (EPF)

AED/GreenCOM had provided technical assistance to the EPF under Tranche I of EEPP. Under Tranche II, a limited number of activities that took place after January, 2002 were designed to wrap up this technical assistance and help the EPF take the final steps toward sustainability.

Public Awareness Campaign and Research

AED/GreenCOM drafted a strategic communication campaign to help the EPF in soliciting grants. AED/GreenCOM also provided technical support to the EPF, providing sponsors for an EPF project aimed at substituting plastic bags with recycled paper bags. A public awareness campaign featuring “Friends of the Environment” was an outgrowth of social marketing research conducted by AED/GreenCOM subcontractor Ibrahim Hegazy & Associates. The qualitative component of the research consisted of in-depth interviews conducted with a small representative sample from EPF’s targeted groups; the quantitative component included a nationwide survey with NGOs, businesses, potential investors, and academic institutions.

Printed Materials

AED/GreenCOM delivered to EPF 2000 EPF folders, 2000 informational brochures in English, 5000 brochures in Arabic, 2250 copies of letterhead, 5000 envelopes, and 7500 information access cards. Also in support of EPF’s communication and public awareness campaign, AED/GreenCOM designed and placed a one-page ad on the EPF and its grant program in a business directory published by the Ministry of Telecommunications and Information. This “yellow pages” for the business sector has a distribution of 60,000 copies. The EPF annual report for 2001 was also published in English and Arabic after a final review.

Objective #4: Improved efficiency and performance of solid waste management (SWM) systems

Policy Measures #4.1.1, 4.1.2, 4.1.3: Governorates establish monitoring and enforcement mechanisms in support of GOE policy to privatize SWM systems.

Environmental Awards Programs (EAPs)

Working closely with the Ministry of Education and the EEAA, AED/GreenCOM developed and implemented a series of Environmental Awards Programs (EAP) over the duration of the project. In general, these EAPs aimed to increase overall environmental awareness among target groups; more specifically, EAPs in certain locations were designed to dovetail with other AED/GreenCOM activities in those areas. In the cases of Alexandria, Cairo, and the Middle Delta Region, the EAPs in their first year were closely coordinated with solid waste management (SWM) improvement efforts. In subsequent years, EAPs adopted new themes – a practice that is expected to continue. The EAP in the Red Sea coastal region focused on issues particular to that region and is discussed in this report under the section on EEPP Program Objective #2.

Dr. Irma Allen, AED/GreenCOM consultant, made several visits to Egypt over the life of the project to provide technical assistance for the implementation of EAPs throughout the country. The EAP process, as envisaged by Dr. Allen, includes six steps: 1) preparation, including identifying stakeholders, creating linkages, forming committees, developing work plans, producing communications materials; 2) launch, carrying out a high-visibility event to launch the program in each region; 3) sensitization, disseminating materials to publicize event; 4) assessment and judging; 5) award ceremonies; 6) and evaluation of overall program and sustainability. All of AED/GreenCOM's EAP activities followed these six steps.

EAP for SWM in Alexandria

Dr. Allen led this activity during the first year, 2002. As the EAP in Alexandria took root over subsequent years, however, the Alexandria based NGO Friends of the Environment gradually took over more of the leadership responsibility. By 2004, the Friends of the Environment ran the EAP entirely on its own. AED/GreenCOM's contribution in 2004 was only a LE 2,000 contribution toward the final awards ceremony. From the outset, the goal was to create this sort of sustainability, with AED/GreenCOM introducing a successful method of involving communities in environmental issues and the local community gradually assuming ownership and direction of the activity. The EAP is now an annual activity for the Friends of the Environment in Alexandria and is set to continue indefinitely.

During the start-up phase in 2002, the AED/GreenCOM team cultivated contacts in the city's business and education sectors, meeting with Directorate of Education officers, business leaders, and representatives of the Friends of the

Environment. The leadership of the EAP included the EEAA and the Governorate of Alexandria. Eng. Mohamed Kamal of the EEAA Public Awareness Department and Dr. Fatma Abou Shouk, the general director of EEAA in Alexandria, were consulted, and involved during the entire exploration, orientation, and sensitization process conducted in the community, with Dr. Abou Shouk serving as Chair. Promotional materials as well as entry forms and orientation booklets for teachers were revised to incorporate EEPP review comments.

Under the patronage of the Governorate of Alexandria, the Alexandria Awards Program was launched April 21, 2002, at the Egyptian Environmental Affairs Agency's (EEAA) Regional Branch Office in Alexandria.

Working in partnership with the EEAA, AED/GreenCOM organized the awards ceremony on March 3, 2003. More than 30 representatives of small- and medium-sized businesses attended the event, in which the Governorate officially recognized the winning entries in the awards program. In entering the competition, managers and owners sought ways to improve the environmental practices of their business. One typical winning entry came from a hair salon, where the owner installed low-energy lighting throughout the salon and achieved substantial energy savings. Similar success stories are anticipated in future years as the Friends of the Environment continues to work with more than fifty schools to use the EAP as a way of galvanizing community involvement in environmental issues.

EAP for SWM in Cairo

The Cairo EAP built on the successes of earlier awards programs by replicating the key elements of those programs and adding some new features. The campaign sought to maximize sustainability and community involvement by encouraging school-based awards committees to draw up a School Environmental Strategy and Action Plan (SESAP). The SESAP was a statement of intentions and principles for improving a school's educational and environmental performance. The particular elements of each school's SESAP statement resulted from a process in which students audit environmental compliance in their school and come up with their own strategy for implementing environmental best practices.

AED/GreenCOM held a series of five workshops in the last week of August, 2003, to launch the Cairo EAP. The EAP included 150 preparatory schools in Cairo – 40 from each of four educational zones – to energize school and community involvement in environment-friendly activities. More than 80 teachers and administrators attended each of the workshops, totaling more than 300 participants over the course of the week. AED/GreenCOM international consultant Dr. Irma Allen traveled to Cairo to lead the workshops.

AED/GreenCOM carried out three further workshops in the second week of December, 2003, to follow up on the progress of the Cairo EAP. The first workshop, held on 8 December, was attended by 37 participants representing

the four zonal committees. The second and third workshops were attended by 152 teachers and education officers from the four educational zones. The main objectives of the workshops were to obtain feedback on the status of EAP school committees and their running of projects and to present guidelines for eco-schools. In addition, the workshops introduced the assessment criteria for the submitted projects.

An Award Presentation Ceremony to celebrate the end of the Cairo EAP was organized in cooperation with the Ministry of Education (MOE) and held on May 12, 2004 at the Education and Student Activity Center in Al Agouza. The Environmental Awards Program gave 150 preparatory schools in Cairo the opportunity to perform environmental assessments and implement projects to improve their schools and neighborhoods. Notable efforts were recognized and outstanding projects were awarded prizes that ranged from gardening equipment to schoolbags. All participants were granted certificates of achievement and 500 copies of the newly published activity book, "Adventures of Bakkar & Salma on the Red Sea," were distributed at the end of the ceremony. In addition, the sixty posters of the finalists in the Agenda 21 children's drawing context were exhibited to add to the festivities.

An overall evaluation meeting for the Cairo Environmental Awards Program (EAP) was organized as the final step of the program. The meeting was held at the Upper Egypt Association for Education and Development on June 21, 2004. The objective of the meeting was to critically evaluate the main elements of the EAP, to identify the weak areas, and to make suggestions to strengthen future implementations of the program. All thirty principal organizers of the program attended and participated in the meeting. The outcomes of that meeting included general consensus that the program had been very beneficial and that it should be continued on an annual basis.

Middle Delta EAP

The Middle Delta EAP followed the standard six steps of the other EAPs. One success story from the Middle Delta EAP occurred in Kafr El Sheikh, where a group of 50 from the National Council Women Group worked with the Environmental Group of Kafr El Sheikh Youth Club to create a medicine collection campaign. The main objective of this project was the reuse and safe disposal of medicines collected from people's homes. The participants divided themselves into several groups, each joined by a pharmacist, and knocked at the doors of hundreds of homes in Kafr El Sheikh in order to collect the residents' unwanted and unused medicines. A screening of these medicines was then undertaken in order to safely dispose of the ones which had expired and to donate the rest which were still effective to the poor and orphaned. This project succeeded in promoting change in the attitudes and actions of people regarding the disposal of unwanted medicines. Rather than cluttering their bathroom cabinets with these medicines or throwing them out with the garbage, people of Kafr El Sheikh adopted a different pattern of behavior. They not only realized the danger of inappropriate disposal of medicines, but also that others among less advantaged social groups can benefit from their charitable acts.

SWM Learning Supplement

At the request of the Ministry of Education, AED/GreenCOM created a Solid Waste Management Learning Supplement during Tranche I of EEPP primarily for use in secondary technical schools. The learning supplement included a teacher's guidebook with learning activities, a video, CD, and overhead transparencies. AED/GreenCOM received endorsement from the Ministry Undersecretary of Education and the Director of Secondary Technical Schools to host teacher workshops and distribute the materials directly to schools. This was unprecedented by a donor project. Having direct access to teachers set a new policy precedent, and helped lay the groundwork for extensive cooperation with the MOE during EEPP Tranche II and the project extension. At the MOE's request, AED/GreenCOM revised the learning supplement in 2004 to make it accessible and appropriate for a larger target group. 1,000 complete SWM Learning Supplements and another 1,000 educator guide books were produced and distributed as part of the NGO/teacher workshop series, "Environmental Education for Better Communities" conducted for participants from eight governorates.

SWM Street Signs and Billboards

In support of the solid waste management privatization effort in Alexandria governorate, AED/GreenCOM designed 78 lighted street signs and 12 billboards with three different public awareness messages promoting best practices during Tranche I. Installation by Al-Akhbar advertising agency was completed during Tranche II, in February, 2002. The signs were located in high traffic areas throughout the city of Alexandria.

SWM Research in Cairo

The Pan-Arab Research Center (PARC) subcontracted with AED/GreenCOM to conduct social marketing research with target populations in the southern zone of Cairo as part of AED/GreenCOM's efforts to develop an effective solid waste management (SWM) public awareness campaign. The survey solicited information on SWM practices using a stratified random sample of household managers, children ages 10-12, small business owners and industry workers. Survey data were compiled in a report submitted in October, 2002 and used to inform the design of public awareness materials.

SWM Public Awareness Materials

In collaboration with Abt Associates, Community and Institutional Development (CID) and the Cairo governorate, AED/GreenCOM designed a comprehensive social marketing campaign to engage the communities of Cairo in the clean-up effort and to support privatization of SWM in Cairo. The materials, which included a graphic identity guidebook, were developed following social marketing research conducted by an AED subcontractor. After achieving consensus of relevant partners and subsequently developing the materials, AED/GreenCOM packaged the materials on a CD-ROM and distributed them to the Cairo Cleaning and Beautification Authority (CCBA), Abt Associates, CID,

the Cairo governorate and the three companies contracted to take over municipal garbage collection services.

SWM Video – Tales of Alexandria

AED/GreenCOM, in coordination with Abt Associates, contracted a local production firm to create a video documentary of the privatization of solid waste management in Alexandria. The video, “Tales of Alexandria: A Success Story of Solid Waste Management,” was completed in February 2003. The video was distributed at a national conference for Egyptian governorate officials on SWM privatization in Alexandria, and included interviews with local residents, government representatives and Onyx, the private company that now handles SWM in the city. The video was produced in English and Arabic.

World Bank Book on Sanitary Landfills

Dr. Ahmed Hamza, the Senior Advisor to the Minister of State for Environmental Affairs, asked AED/GreenCOM to translate and publish a World Bank technical book on sanitary landfills for solid waste management. The revised Arabic version received copyright licensure approval by USAID and the World Bank. The book was published in 2003.

Objective #5: Increased compliance with Law #4, TA

Cleaner Production Workshop – January 2002

The Egyptian Environmental Affairs Agency (EEAA) and the EEPP Program Support Unit (PSU) hosted a four-day workshop on Cleaner Production for 10th of Ramadan Industrial City businesses in the First Quarter, 2002. AED/GreenCOM organized print and broadcast press coverage of the opening event that was attended by the Minister of State for Environmental Affairs.

Hazardous Materials Management Brochure

AED/GreenCOM, in support of the Egyptian Environmental Affairs Agency (EEAA) and the EEPP Program Support Unit (PSU), designed, edited and printed a set of five guideline brochures for management and disposal of hazardous waste. They were produced, along with a banner and posters, in preparation for a hazardous waste management workshop held by the PSU in the Third Quarter, 2003. AED/GreenCOM also provided media support for the workshop; 20 journalists attended and 20 articles about the event appeared in Egyptian media. The workshop was attended by several high-level officials from the Egyptian government, including five ministers. The brochures were distributed to industrial managers and government decision-makers and included information on legal requirements and best practices related to hazardous waste on-site storage, transportation, permitting regulations, requirements of Law 4, classification and coding, treatment and disposal.

Objective #6: Increased GOE capacity to conduct long-term strategic planning, policy formulation, analysis, and coordination

Policy Measure #6.2: EEAA develops and adopts a strategic National Environmental Disaster Contingency Plan (NEDCP)

NEDCP Public Awareness Strategy

The National Environmental Disaster Contingency Plan (NEDCP) was designed to help prepare Egypt to deal with the possibility of a large-scale environmental catastrophe. Adequately preparing for such a disaster required several Egyptian government agencies to work together to streamline decision-making processes. For that reason communication was seen as an essential component of the activity. Events were designed to bring together all the relevant officials and to encourage the identification of common ground and common objectives.

Following a three-day gathering at the Cairo Marriott Hotel for officials and stakeholders in the NEDCP during the Second Quarter, 2002, AED/GreenCOM conducted a series of activities to continue working with the officials and stakeholders in refining the NEDCP public awareness strategy. AED/GreenCOM drafted a strategic communication campaign, to encourage environmental disaster preparedness. AED/GreenCOM provided the NEDCP with media coverage assistance followed by updating the communication plan and assisting the PSU with planned workshops. AED/GreenCOM worked collaboratively with General Mohamed Rashid of the PSU to create the public awareness strategy.

NEDCP CD-ROM

AED/GreenCOM worked with counterpart Mr. Mohamed Rashed of the PSU and the Egyptian firm Orange Studio to produce an interactive CD-ROM for the National Environmental Disaster Contingency Plan (NEDCP). The CD-ROM included video, music and a voice-over that explained the need for the NEDCP and outlined the roles of the various concerned government agencies and ministries involved in managing the effects of an environmental disaster. The CD-ROM was designed to set a standard for the information and visual identity used in NEDCP-related materials. In the Third Quarter, 2003, AED/GreenCOM completed the design and production of a CD-ROM on the NEDCP for easy access to a summary of the national plan. The CD was a 20-minute interactive overview of EEAA, the strategy and structure of the plan for NEDCP, types of environmental disasters, and Environmental Law 4. Over 250 copies of the CD were delivered to EEAA for distribution along with a complete communication strategy plan.

Policy Measure #6.TA: GOE strengthens Regional Branch Office (RBO) operations

Middle Delta Teacher Workshops – April 2002

EEAA, the Middle Delta Regional Branch Office (RBO), the Ministry of Education, and AED/GreenCOM organized three 3-day teacher workshops, one for each Middle Delta governorate. Approximately 150 preparatory school teachers, supervisors, government officials, and media representatives attended the workshops, which took place throughout April 2002. Led by AED/GreenCOM's Dr. Hassan Abou Bakr, the workshops focused on giving participants hands-on practicum experience in environmental activities for the classroom. The workshops also included lectures on environmental themes presented by environmental education experts and officials from the Ministry of Education, the General Department for Environment and Population Affairs, and the Education Directorate of each governorate.

NGO Communications Seminar – June 2002

In cooperation with EEAA's Middle Delta RBO, AED/GreenCOM and PSU sponsored a one-day communication activities seminar in Kafr El Sheikh governorate. Approximately 250 environmental experts, representatives from NGOs and women's associations, members of the press, and EEAA staff members attended.

RBO Press Support

AED/GreenCOM consultant Abdel Megid Abdel Rezik coordinated press coverage of EEAA Middle Delta RBO activities in print and broadcast media throughout the three Middle Delta governorates of Gharbiya, Kafr Al Sheikh, and Mounofia. Each of the three governorates' major local newspapers published articles on EEAA RBO activities in the region, with a combined monthly distribution of 450,000. Delta Channel 6 broadcast a television program on RBO activities in Gharbiya, and Delta Sound Radio also featured programming on the office's environmental efforts.

Environmental Awareness and Best Practices Workshop – July 2004

AED/GreenCOM in coordination with RSSTI (Red Sea Sustainable Tourism Initiative) and the PSU participated in the planning and implementation of a two-day workshop in Hurghada, 28-29 July, 2004. The theme of the workshop was "Environmental Awareness and Best Practices." The workshop was attended by more than 100 participants representing the newly formed Red Sea General Department for Environmental Affairs, the newly established EEAA Regional Branch Office, local environmental NGOs, the local environmental education office, hotel environmental managers, Red Sea Rangers, and local government.

Objective #7: Sustainable Red Sea land use management linked to ecosystems of importance

Policy Measure #7.1: Tourism Development Authority (TDA) develops and adopts ecologically sensitive zoning plans and policies for its lands in the Southern Zone.

Tourism Development Authority (TDA) Exploratorium Design

AED/GreenCOM provided technical assistance in designing interpretive and interactive exhibits for the Tourism Development Authority (TDA) Exploratorium in the Red Sea. The Exploratorium was designed to be a center for learning and research, a demonstration site for developers, a resource for communities, and a focal point for visitors.

AED/GreenCOM consultant Mr. John Wallace developed conceptual designs for an integrated landscape incorporating natural and cultural elements. Mr. Wallace visited the Exploratorium to conduct on-site research and carry out mapping, design and layout activities, as well as meet with architects and engineers working on the project's construction. He also consulted with specialists in geology, local plants, and indigenous peoples, with the aim to incorporate this research into interpretive programs for visitors. Mr. Wallace worked closely with local architect Gabriel Mikhail, local indigenous plant specialist Professor Shakir Helmi, and AED/GreenCOM consultant Eng. Hany Farid.

Building on the research conducted by Mr. Wallace, AED/GreenCOM drafted a conceptual design for the Exploratorium and provided it to the TDA, RSSTI and USAID personnel to be used in construction. The conceptual design included project maps and descriptions of the various attractive exhibits. The design foresaw a variety of exhibits on the coral ecosystem, shells, desert mining, ancient trade routes and plant life – all designed to give visitors the feeling of being immersed in an authentic environment. The design called for technology, such as touch-screen interactive kiosks, to be used in engaging and informing visitors. The overall plan took advantage of the Exploratorium's unique location on the edge of the sea and incorporated sustainable landscape design and linked the interior and exterior spaces with an invitation to explore and learn about indigenous culture, tradition, history and nature.

A list of needed equipment was developed and provided to TDA for procurement. TDA ordered the equipment in July 2004 for delivery in August 2004, by which time this task was no longer part of AED/GreenCOM's work plan, nor was there time remaining in the project to implement. However, AED/GreenCOM did complete research, text and image collection for exhibits on coral ecosystems, shells, desert mining, ancient trade routes and plant life.

Land Use Management Video – “The Southern Red Sea: Egypt’s Hidden Treasure”

AED/GreenCOM produced a video in support of a land-use management plan for the Southern Red Sea under a contract with Ro-ya, a local Egyptian production house. Mr. Edward Coe of RSSTI worked closely with then-AED/GreenCOM Deputy Chief of Party Patrick Papania to coordinate the shooting of the video. The 20-minute video was entitled “The Southern Red Sea: Egypt’s Hidden Treasure.” The video was distributed to participants at the Sustainable Tourism Egypt 2003 conference in spring 2003. It included appearances by Egypt’s Minister of Tourism Mamdouh el Beltagui, Minister of State for Environmental Affairs Dr. Mamdouh Riad Tadros and Red Sea Governor General Saad Hassan Abou Redah. The video sought to increase awareness of prudent land use management methods among key decision-makers and members of the general public. It was produced in VHS and CD-ROM formats, with the CD-ROM containing a virtual tour of sites in the southern region of the Red Sea coast. The video was produced in Arabic and English.

Objective #9: Environmental best practices promoted in Red Sea tourism developments

Policy Measure #9.1: TDA develops and adopts policies and measures to augment the use of environmental best practices.

Best Practices Public Awareness Strategy and Materials

As part of efforts to promote environmental best practices in Red Sea hotels, conducted in coordination with RSSTI and the TDA, AED/GreenCOM developed a public awareness strategy identifying effective tactics and creating messages designed to encourage hotel general managers to adopt the best practices. AED/GreenCOM developed prototype materials on best practices, based on RSSTI’s manual. Reviews from RSSTI and the hotel managers were conducted and materials were revised accordingly. Public awareness materials produced by AED/GreenCOM in support of this activity included best practices fact sheets, best practices bulletins to be posted on bulletin boards, desk calendars for the general managers highlighting information from the fact sheets and a wallet calendar. The materials were distributed to hotel general managers in March, 2003.

During 2004, AED/GreenCOM printed 500 copies each of four new best practices books developed by RSSTI. The books are as follows: *Landscape-Sustainable Landscape Architecture*, *Water & Sanitation*, and the overview manual entitled, *Best Practices in Coastal Tourism Development in both English and Arabic*. The books were delivered to RSSTI and the TDA for distribution.

Hotel General Managers Event – August 2002

General managers of prominent and environmentally friendly hotels on the Red Sea met together August 27, 2002, in Hurghada to discuss ways to deepen the

use of environmental best practices at their hotels and to disseminate best practices to other hotels and stakeholders in the region. The event was led by RSSTI and the TDA, with support from AED/GreenCOM, and provided a forum for the hoteliers to air their views on the roots of environmental problems and to coordinate efforts to address those problems through the dissemination of best practices. The general managers agreed on a three-pronged strategy of inviting other hoteliers to visit model hotels and observe environmental best practices in action, publishing printed materials to explain best practices to new audiences and conducting workshops to help hotels in implementing best practices.

Rangers Best Practices Presentations – September 2003

The Red Sea Rangers were invited by RSSTI to exhibit best practices public awareness materials and to give presentations on Red Sea best practices and conservation measures to a group of hotel managers, dive center owners and tourists gathered at a RSSTI event at El Gouna Sept. 19, 2003. They distributed rubbish receptacles and negotiated a partnership agreement for proper collection and disposal of trash with El Gouna hotel managers. On September 21, 2003, the Rangers were again invited to visit El Gouna International School and gave a presentation to students on Red Sea treasures and how students can contribute to conservation of the Red Sea and desert ecosystems. The Rangers distributed posters, pocket calendars, and the Red Sea Bulletin. The contract with hotel managers was extended by the Rangers to other hotels in the Red Sea as they distributed the trash bins and other printed materials produced for the Rangers campaign.

Objective #10: Reduce emissions of greenhouse gases by establishing energy efficiency codes and standards

Policy Measure #10.1: Egyptian Natural Gas Holding Company (EGAS) adopts a strategic plan, which includes policies to encourage the expanded domestic use of natural gas.

EESBA Public Awareness Strategy

AED/GreenCOM in cooperation with Nexant, worked with the Egyptian Energy Service Business Association (EESBA) to create an energy efficiency public awareness strategy. The intent of this strategy and associated activities was to position the NGO to be the premier resource in Egypt on energy efficiency and to sustain the organization by encouraging new membership.

EESBA Brochure Update

As part of its efforts to provide technical assistance to EESBA, AED/GreenCOM worked in collaboration with Nexant to design an updated and revised version of the EESBA brochure. The brochure was designed as a tool for EESBA officials to disseminate information about the association to potential new members, policy makers and other interested parties. The brochure content, using the layout of the earlier version of the brochure, was updated by Nexant with more recent facts and figures about the state of the energy services sector and energy

consumption in Egypt. The updated brochure was printed and delivered to EESBA in the Fourth Quarter 2003. EESBA then completed gathering needed information on board members for a brochure insert and AED/GreenCOM was able to print the brochure in the Second Quarter 2004.

Energy Efficiency Fact Sheets

AED/GreenCOM publication of a set of 12 fact sheets on energy efficiency was completed in February 2002. The fact sheets were written by eminent Egyptian experts in the field of energy efficiency, including Dr. Hussein Abdullah, Dr. Ahmed Amin, Eng. Nabil Ismail, Dr. Moataz Soliman, Eng. Maamoun El-Sakka, Dr. Hamdan Nour El-Din, and Dr. Sherif Kandil. The first eight fact sheets were distributed at an energy efficiency briefing held at the Journalists' Syndicate Cairo in December 2001, and the full set of 12 were distributed in March 2002.

Exhibition/Executive Session on Energy Efficiency – March 2002

The Second World Conference on Technology Advances for Sustainable Development took place March 11-14, 2002. In addition to supporting an exhibition booth with signage and publications on EEPP and energy efficiency, Nexant and AED/GreenCOM sponsored an executive session on the economic aspects of energy use.

Natural Gas Seminar – April 2002

AED/GreenCOM provided technical assistance for a one-day executive seminar on the natural gas industry sponsored by Nexant and hosted by Egypt's most prestigious newspaper, *Al Ahram*. The seminar, entitled "Current Status and Future Outlook of Natural Gas in Egypt," was held April 20, 2002 at *Al Ahram's* headquarters in Cairo. H.E. Eng. Sameh Fahmy, the Minister of Petroleum, opened the session, and H.E. Dr. Mamdouh Riad, Minister of State for Environmental Affairs, was also in attendance. Approximately 75 industry and business leaders, energy experts, academics, journalists, and government officials participated in the event.

Energy Manager Courses – May 2002

AED/GreenCOM worked with EEAA, Nexant, and Development Training II to coordinate two Certified Energy Managers (CEM) courses for engineers and technicians. The CEM courses were a localization of a certification program designed around an internationally recognized program trademarked by the Association of Energy Engineers (AEE) in the United States. Two 5-day training courses for 20 participants took place in Cairo in May, 2002.

AED/GreenCOM consultant Dr. Sherif Kandil assisted in the preparation of a brochure to market the course in new industrial areas. Dr. Kandil also participated in an orientation session to familiarize attendees with the concepts, topics, and certification exam that were to be part of the training.

In support of EESBA and its efforts to raise awareness of energy issues, AED/GreenCOM provided companies that won awards as part of the EAP in

Alexandria with certificates for one employee to participate in a Certified Energy Managers (CEM) course.

Energy Efficiency Learning Supplement

Development of an Energy Efficiency Learning Supplement for preparatory and secondary schools in Egypt was led by AED/GREENCOM consultants Dr. Hassan Abou Bakr, Dr. Hala Adel, and Mr. El Moatez Belah. The learning supplement focused on three areas – the built environment, transportation, and industry – with an emphasis on alternative technology. It combined fact sheets, background papers, and interactive classroom activities.

The Ministry of Education approved the supplement, which was created by AED in cooperation with Nexant, EESBA and the EEAA. Following the Ministry's approval and the official EEPP review, the learning supplement was printed in September 2003.

To ensure that the supplement was successfully utilized, AED/GreenCOM designed and implemented four teacher workshops in cooperation with the General Directorate for Population and Environment Education at the Ministry of Education. Two workshops were held in Cairo and two in the Red Sea, to introduce the Energy Efficiency Learning Supplement (EELS). Dr. Hassan Abu Bakr, Deputy Chief of Party, was the lead facilitator with coordination support provided by Ms. Neveen Abushadi, AED/GREENCOM's Education and Communication Specialist. The first Cairo workshop took place on 28 & 29 September, 2003, for the teachers of the northern and eastern educational zones. The second took place on 1 & 2 October, 2003, and targeted the teachers of the southern and western educational zones. The Red Sea workshops were held in Quseir on 15 & 16 October, 2003, for the teachers of Quseir, Marsa Alam and Shalateen and in Hurghada on 18 and 19 October, 2003, for the teachers of Hurghada and Ras Ghareb. The Cairo workshops were attended by a total of 87 participants covering the four educational zones of Cairo Governorate and representing the schools that took part in the Cairo Environmental Award Program. All participants showed great interest and enthusiasm working on the activities and appreciated the variety and clarity of information included in the EELS package.

One thousand additional EELS packages were reproduced and AED/GreenCOM introduced the learning supplement and its associated teaching techniques to NGOs and educators from eight governorates during the "Environmental Education for Better Communities" Workshops held in August and September 2004.

Media Coverage of Energy Efficiency Component Wrap-up

AED/GreenCOM media consultant Mr. Abdel Megid Abdel Rezik worked to ensure the best possible coverage of the Energy Efficiency components wrap-up workshop held April 15, 2004. The workshop included a review of the strategic plan to accelerate natural gas use in the industrial and commercial sector, as well as the CNG vehicles master plan conducted under (EEPP). Nexant Chief of

Party Eng. Emad Hassan was interviewed for two radio stations Al Shark and Al Awsat. Seven articles appeared in the following newspapers after the event; Al Ahram Daily, Al Ahram Weekly, Abdo, Al- Akhbar, Al-Gomhouria, Al Mesa, and Rose El-Youssef.

Capacity Building

NGO Service Center Cooperation

One of AED/GreenCOM core objectives was to build the capacity of Egyptian environmental NGOs to advocate for their interests and act as leaders in educating people in their communities. This capacity building work took place with individual NGOs, as well as with the NGO Service Center (NGOSC), an organization established to facilitate networking and build capacity among individual NGOs. It was decided that at each technical workshop hosted by the NGOSC for which an appropriate learning supplement had been developed, AED/GreenCOM would make a presentation to the group on how to best use the materials.

EgSAE Launch Event

The NGO Service Center in Egypt held a launch event for the Egyptian Society of Association Executives (EgSAE) May 12, 2002. EgSAE is an NGO established to enhance professional management of NGOs and foundations in Egypt. AED/GreenCOM exhibited products and distributed materials produced for the Environmental Policy Program.

NGOSC SWM Event

As part of AED/GreenCOM's collaborative effort with the NGO Service Center, Dr. Hassan Abou Bakr gave a presentation on solid waste management during an NGOSC workshop on March 18, 2004, in Cairo. Twelve participants representing nine NGOs with projects in Greater Cairo, Fayoum, Beni Suef, Minya, Alexandria, Sohag, and Qalyoubia attended the workshop. Dr. Abou Bakr introduced the participants to the AED Solid Waste Management Learning Supplement.

NGOSC Dialogue Workshop

AED/GREENCOM participated in the first workshop organized by the NGOSC to enhance dialogue between NGOs and government on Egypt's natural resources. The workshop and NGO grant awards ceremony took place April 13, 2004, at the Sofitel hotel in Cairo. AED/GREENCOM also organized an exhibition of the environmental awareness and education materials.

NGOSC Red Sea Workshop

As part of capacity building activities with environmental NGOs, AED/GreenCOM co-operated with the NGOSC to develop and implement a workshop on the Red Sea for NGOs working in that governorate. The workshop was held in Hurghada May 8-10, 2004. The workshop was also a good opportunity for the Red Sea Rangers to meet with environmental NGOs working in the region to increase environmental awareness, promote best practices among particular community groups, conduct research on marine environment, or implement environmental improvement projects.

Networking Workshop on Air Pollution Issues

Within the framework of cooperation between AED/GreenCOM and NGOSC to develop the capacities of Egyptian environmental NGOs, GreenCOM participated in a networking workshop held in Cairo, July 27-29, 2004. The workshop aimed at developing a collective vision for improving the quality of Cairo air. AED/GreenCOM organized an exhibition of relevant public awareness materials in addition to 15 winning posters from the Agenda 21 national poster contest.

NGO Capacity Building

AED/GreenCOM collaborated with the NGO Unit of the EEAA in designing and organizing four three-day capacity building workshops for NGOs in February and March, 2003. Representatives of 124 NGOs, from 24 of Egypt's 26 governorates, attended the events, which were held in Cairo, Minya, Aswan and Alexandria. With presentations by key officials from the Ministry of Water Resources and Irrigation and the Ministry of State for Environmental Affairs, the workshops were designed to raise NGOs' awareness of water issues, to facilitate communication and networking between the NGOs, and to identify the NGOs' needs in taking a more active role in the preservation of Egypt's water resources.

Agenda 21 National Children's Poster Contest

The Minister of State for Environmental Affairs and the Chief Executive Officer of EEAA requested AED/GREENCOM to organize the Agenda 21 Children's National Poster Contest in anticipation of the Rio+10 Earth Summit in Johannesburg in September, 2002. EEAA, the Integrated Care Society (ICS), and the Green Corner library network managed the national contest. In response to a request made by the EEAA Regional Branch Office (RBO) in Tanta, AED/GREENCOM organized a briefing on the competition in January 2002. The audience of 25 included Green Corner librarians, EEAA RBO Tanta staff, Middle Delta environmental affairs officials and members of the Delta Channel 6 television crew. The purpose of the meeting was to communicate the contest's procedures and timelines in order for participants to disseminate information about it to other Green Corner librarians and educators in the Middle Delta region. The meeting received coverage on a Channel 6 environmental program. AED/GREENCOM also promoted the contest by placing a page-long description of the competition in January and February editions of the children's magazine, *El Helal*.

The contest took place throughout Egypt's 27 governorates during the school mid-year recess (January 26-February 10, 2002). A national judging committee comprised of artists, educators, publishers, and environmental professionals met three times in early March 2002 to evaluate the 1308 entries submitted from children throughout Egypt. Pasainte Aly Nour El Dine, a twelve-year-old from Alexandria, was selected as the contest winner. The original copy of her poster was sent to the United Nations in New York to be included in the book of winning children's posters from around the world. The top ten national winners and fifty

regional winners were honored at a celebration AED/GreenCOM co-sponsored in June 2002.

Agenda 21 Poster Tour

After the completion of the national environmental poster contest, the posters were sent on a tour of the nation. The traveling exhibit of children's posters from the Agenda 21 national environmental poster contest included such notable venues as the Cairo Opera House, the Nubian Museum in Aswan, hotels, governorate buildings, and other prominent venues in large and small cities throughout the country. Wherever they went, the posters generated media interest in both print and broadcast outlets. Individual poster contest exhibits were inaugurated by prominent officials including Minister of State for Environmental Affairs Dr. Mamdouh Riad, the governor of Ismailia, governorate officials from Aswan, and other dignitaries of similar stature.

AED/GreenCOM consultant, Ms. Neveen Abushadi played the lead role in booking venues and managing the poster tour, which continued into 2004.

The poster exhibit often provided opportunities for AED/GreenCOM to disseminate public awareness materials and learning supplements, strengthening linkages with other activities. For example, in Ismailia, the Energy Efficiency Learning Supplement was given to representatives of 20 schools, as well as five NGOs who approached AED/GreenCOM to obtain the new package at the Agenda 21 exhibit launch event.

Upon completion of the tour, and at the request of the EEAA, the majority of the exhibited posters (40) were turned over to Ms. Nahed Hassan of the EEAA to be used for special environmental events around the country. Twenty posters were sent to the new public library in Alexandria to be put on permanent display.

Coordination with the Ministry of Education

NGO/Teachers Workshops

A series of workshops for teachers and NGO representatives from eight governorates was organized in the Second Quarter 2004, in cooperation with the Ministry of Education, to introduce a greater number of educators and ultimately children to the updated editions of the learning supplements. These workshops were held under the slogan --"Environmental Education for Better Communities" and were co-facilitated by NGO representatives from the specified governorates. AED/GreenCOM actively engaged environmental NGOs with strong community-school linkages within each governorate. By structuring the workshop participation in this way the aim was to build linkages and strengthen networks of individuals concerned with environmental issues.

The roots of this activity go back to EPPP Tranche I, during which a three-week Capacity Building Institute (CBI) on environmental communication skills was organized in 2001 for 30 members of 19 environmental NGOs from 13 governorates in Egypt. These CBI graduates were reconvened in a follow-up session in Suez in August 2002. Two years later, AED/GreenCOM elected to bring together as many of the CBI graduates as possible together with the

addition of a small contingent of newly recruited NGO leaders for a two-day workshop in Fayoum. Our aim was to introduce the group to the updated learning supplement materials and provide another opportunity for these environmental NGO leaders to share experiences and further strengthen networks. Another primary objective of the meeting was to interest and prepare CBI graduates to co-facilitate the up-coming. Participants described the event as having a “reunion” atmosphere and said they felt inspired by hearing how counterparts in other NGOs had implemented the lessons of the original workshop.

The four “Environmental Education for Better Communities” workshops were held in August and September 2004. In total, 536 teachers and NGO representatives from 12 governorates took part in the four workshops. At these events, Deputy Chief of Party Dr. Hassan Abou Bakr served as Lead Facilitator. At the three-day workshops, participants explored each of the four Learning Supplement packages through hands-on activities and discussions regarding the key message, skill or knowledge to be taught through the exercise, and how to incorporate the activities into the existing curriculum. Workshops were held in Alexandria, Minya, Aswan and Hurghada for participants from the seven governorates targeted by USAID & the GOE for educational development plus the Red Sea.

Disseminating and Building Awareness of Learning Materials

In addition to reaching the eight governorates specified in the extension Task Order, AED/GreenCOM was able to reach all governorates in some measure by presenting a briefing and learning supplements to the Directors of the General Directorate for Population and Environment in each governorate. And thanks to the active involvement of the MOE, Dr. Hassan Abou Bakr was invited to give a two-hour presentation to teachers in all governorates via the ministries videoconference facility on September 21, 2004.

For this event AED/GreenCOM produced a 15-minute VHS video for presentation at the videoconference to model other teachers engaged in the hands-on-activities associated with the learning supplements and to enable this audience to hear a few testimonials from their peers. The video helped those participating in the videoconference to get a better understanding of how simple, fun, and worthwhile these activities are for students and adults. The audience for the videoconference was more than 700, or about 30 teachers from each of Egypt’s 26 governorates.

Alexandria Teacher Training – January 2004

As part of AED/GreenCOM’s ongoing capacity building activities with NGOs, Dr. Hassan Abou Bakr provided technical support to the Friends of the Environment (FEA) to hold an environmental education teacher-training workshop for 78 teachers representing 50 schools in Alexandria during the First Quarter, 2004. The teacher-training workshop focused on Egypt’s limited water resources.

Conference on Material Science – April 2004

Within its mandate to build the capacities of environmental NGOs, AED/GreenCOM co-sponsored the 8th Arab International Conference on Material Science held in Alexandria 18-20 April, 2004. Dr. Hassan Abou Bakr gave a presentation on Environmental Education and the Energy Efficiency Learning Supplement.

Reproducing Learning Supplements

As the project neared completion in 2004, AED/GreenCOM reviewed, updated and managed the reproduction of all components of the various environmental learning supplements produced over the previous four years. AED/GreenCOM reproduced and distributed 1,000 copies of each of the four Learning Supplement packages. In addition, based on demand generated by the videoconferencing and outreach to additional governorates AED/GreenCOM printed another 2,000 copies of the Green Corner General Environmental Education & Activity Book, as well as 1,000 copies each of the Red Sea and SWM guide books.

EEPP Program Support

***Eye on Environment* Newsletter**

During the life of the project, AED/GreenCOM staff managed the production of a periodic EEPP newsletter, *Eye on Environment*. The newsletter was printed in English and Arabic and featured submissions from each of the agencies and counterparts in the EEPP program, as well as contractor activity. Each of the four editions of the newsletter, with a print run of 2,000, was circulated for review and approval to all EEPP partners before publication.

One special edition of the newsletter was created for and distributed at the First Egyptian International Conference on Protected Areas and Sustainable Development, to be held in Sharm El Sheikh October 23-25. The special edition included an interview with new EEAA CEO Dr. Ayman Abou Hadid and articles on Red Sea protected areas, EEAA Rangers, hotel best practices, solid waste management and endangered animals, among others. Another special edition of the newsletter was focused on the Sustainable Tourism Egypt (STE) conference, held in Cairo in April, 2003. The newsletter included an interview with Minister of Tourism Mamdouh El Beltagui, in which he affirmed the government's commitment to sustainable tourism and environmental protection.

Press Clippings

Throughout the life of the project, AED/GreenCOM staffers Mr. Abdel Megid Abdel Rezik and Ms. Nermine Osman tracked coverage of EEPP activities in the national media. They put together a regular weekly bulletin of newspaper clippings of articles on the environment from nine newspapers, which was distributed to influential policy leaders. Ms. Osman managed this process and maintained the database. Office assistants Mr. Hossam Labib and Mr. Mohamed Abdel Hadi reviewed the daily and weekly papers and selected the articles for incorporation in the bulletin. Ms. Hanaan Wali translated the articles and provided a concise English summary.

Exhibit at Ribbon-Cutting Ceremony – February 2002

In February 2002, Prime Minister Atef Ebeid inaugurated a new Vehicle Emissions and Performance Testing Center, established through a partnership between the Ministry of Petroleum, Misr Petroleum Company, the Cairo Air Improvement Project (CAIP), and USAID. As part of the exhibition, AED/GreenCOM showcased signage it created for promoting the Green Corner Libraries Agenda 21 Poster Contest, EPF, and best practices in the Red Sea.

Protected Areas Conference Preparation – October 2002

AED/GreenCOM provided technical assistance and logistical support to the Ministry of State for Environmental Affairs (MSEA) in hosting the First Egyptian International Conference on Protected Areas and Sustainable Development in Sharm El Sheikh. AED/GreenCOM handled publicity, coordinated support, arranged exhibits, and engaged in a range of other activities in support of the conference. AED/GreenCOM publications specialist Ms. Shoroke Zedan took

the lead in organizational support for USAID and Dr. Moustafa Fouda, Director of the EEAA/NCS and program chair. The conference, from October 23-26, 2002, included speakers and participants from around the world. Speeches, exhibits and workshops focused on issues related to the conference themes of biodiversity, sustainable development and protected areas.

EEPP Enviro 2003 Participation – September 2003

AED/GreenCOM worked with partners to support the Egyptian Environmental Policy Program's participation in Egypt's Environment 2003 conference in late September/early October, 2003. AED/GreenCOM took the lead role in organizing the EEPP display in the conference's exhibit hall, which included materials from all of the other EEPP partners and targeted ministers and other official visitors to the exhibition hall. AED/GreenCOM also provided media support for the event.

Integrated Water Management Program

In January 2004 AED/GreenCOM was asked to return to the Ministry of Water Resources & Irrigation (MWRI) to provide communication support for the Integrated Water Management (IWM) project. Initially the prevailing idea of all parties was that a package of print materials prepared during the EPIQ project but never printed, could with minor modifications, be used to support the Branch Canal Water User Association (BCWUA) activities conducted under the current project. However, when IWM representatives presented the materials in the field to Irrigation Advisor Service staff and others this proved not to be the case. Instead, new content was assembled and AED/GreenCOM developed a booklet for board and committee members of the Branch Canal Water User Associations (BCWUAs). The booklet for BCWUA leadership and a flyer introducing BCWUAs to water users were designed, printed and delivered to the IAS for distribution now and in the next phase of the Integrated Water Management–Life project, beginning in October 2004.

AED/GreenCOM, in cooperation with the Water Communication Unit and the IWM, contracted a private-sector production house –BTS to produce a 15-minute video on integrated water management (IWM). The objective was to highlight the benefits of IWM and reduce resistance to implementation among Ministry staff. The video is to be screened as part of the Life project kick-off event in November, 2004 and for use at the Inspectorate and District levels as the MWRI works to redefine borders and decentralize operations to implement IWM, initially in designated governorates and eventually nationwide.

Presentation to American Chamber of Commerce in Cairo – March 2004

AED/GreenCOM was asked by the Environment Committee of the American Chamber of Commerce in Cairo to make a presentation to its members on environmental education and communication in Egypt. The event was held on March 30th at the Verdi Salon of the Marriott Hotel in Cairo. Chief of Party Ms. Cheryl Groff, Dr. Hassan Abou Bakr, and Ms. Nevine Abushadi jointly made the presentation entitled "Environmental Education & Awareness in Egypt: Exploring Opportunities for Business." The presentation was followed by a discussion

session that demonstrated significant interest and raised some possibilities for future partnership. The event was attended by approximately twenty-five chamber members, as well as Ms. Holly Ferrette, CTO for EEPP and Mr. Richard Edwards, Chief of the Environment Division of USAID, and a representative from the US Embassy.

Presentation to USAID Mission Director – May 2004

On May 10 & 11, 2004, NCS and EEPP partners presented work in the Red Sea governorate to the newly arrived USAID Mission Director Mr. Kenneth Ellis. On the first day, the Mission Director, accompanied by colleagues from the USAID Egypt mission, visited the Red Sea Rangers headquarters in Hurghada. Dr. Ayman Afifi, Head Ranger, gave a presentation on the project, which also featured the AED/GreenCOM-produced video, "Red Sea Rangers Protect Egypt's Natural Resources." Also on display were the materials produced as part of the Rangers' campaign.

On the second day, the USAID group visited the public school that won first prize in this year's Environmental Award Program (EAP) for the preparatory level. At the school, the Mission Director and staff were introduced to all the AED/GreenCOM-produced learning supplements and had an opportunity to see them in use. Teachers and children were able to speak with the Mission Director and he distributed copies of the newly published Red Sea Children's Activity book.